

**From:** [Rena Leddy](#)  
**To:** [Kent Smith](#)  
**Subject:** Fwd: Fashion District Board Workshop Presentation 6.29.2015.ppt  
**Date:** Sunday, July 05, 2015 10:36:00 PM  
**Attachments:** [Fashion Dist PBID Trends & Best Practices DRAFT Jul05-15.pptx](#)  
[ATT00001.htm](#)

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Take a look at these and lets talk before I respond. Also, what time are you getting in? Around same time as Brad? See below.

Sent from my iPhone, so please excuse typos and abbreviations.

Begin forwarded message:

**From:** "Brad Segal" <[brad@pumaworldhq.com](mailto:brad@pumaworldhq.com)>  
**To:** "Rena Leddy" <[rena@fashiondistrict.org](mailto:rena@fashiondistrict.org)>  
**Subject: RE: Fashion District Board Workshop Presentation 6.29.2015.ppt**

Hi Rena!

I'm (finally) getting focused on this week's board workshop and have been downloading and perusing your goodies.

Attached are slides I tweaked for Wednesday – I built this off the same exercise we did for Berkeley, so they may look familiar. Don't know if all of the "best practice" topic areas apply – need some feedback from you on that – plus there may be some things missing.

Let me know your thoughts Monday, if possible. We can also amend on site on Tuesday.

Assume I just take a cab from airport to your office Tuesday AM? I'm scheduled to land at 9:45.

B

From: Rena Leddy [<mailto:rena@fashiondistrict.org>]

Sent: Tuesday, June 30, 2015 11:42 AM

To: Brad Segal

Subject: Fashion District Board Workshop Presentation 6.29.2015.ppt

Hi Brad,

Attached is a DRAFT of the slides we will go over at the Board Workshop. Kent understands he has about 3-5 minutes. These may change on Monday. Kent had to fly to Winnipeg for his wife's grandmother's funeral and will be unable to check email until the weekend. However, I wanted you to see these so you know what we are thinking.

Let me know if you have any questions.

Rena